



Envision Arlington Standing Committee Meeting Minutes

May 8, 2018

7:30 PM

Town Hall Annex, First Floor Conference Room

Present: Juli Brazile, Elisabeth Carr-Jones, Nat Strosberg, Scott Lever, Jennifer Toole

Absent: Sue Doctrow, Amy Goldstein, Annie LaCourt

1. Introductions and Agenda review – Juli made a few announcements: Town Meeting approved the name change to Envision Arlington. Amy Goldstein will be stepping down from the Standing Committee and Greg Cristiana will be taking her place at the end of the fiscal year. Greg is a Town Meeting Member and the Moderator will be making this appointment. True Story Theater has a new grant and will be working with the Planning Department. Envision Arlington will need to discuss/decide how/if we want to engage with their “Listening Project” series.

2. Approve March and April Minutes – we did not have enough members who attended in March to approve those minutes. April minutes approved as written.

3. Convening Community Conversations –

Business: Juli shared details of her conversation with Economic Development Planner Ali Carter, who suggested that we approach A-TED to try and use that meeting as a forum to discuss the business goal. As a first step we need understand what business owners concerns are, and then use that to frame a broader conversation with the public.

Governance: The moderator would like to discuss possible new ways to distribute and/or publicize the warrant (other than The Advocate). Juli suggested inviting Governance, communication volunteers, Fiscal Resources for a discussion about the delivery of the survey, warrant and the question around the governance goal. Scott discussed a meeting he had with Greg regarding having more precinct meetings to discuss some of these governance issues. Juli noted that we need to compile an invite list and come up with an agenda.

Juli brought up that we need to come up with a structure, trained facilitators and a system for brainstorming. We need to form a core team of people who can map this out and then train facilitators. We also need to discuss where and how we want to facilitate online discussion about goals.

Scott brought up that he has observed the local media and coverage of town issues and governance. He posed the question about whether we should, under one of our umbrellas, discuss how to foster better media coverage. Elisabeth brought up a number of resources, including ACMI's news programs. There is great information out there that a lot of people don't about, such as Selectman Dan Dunn's Town Meeting Notes. The group discussed how people get their news and how we might better publicize those resources.

4. Survey 2018 deeper analysis, final report – Nat is working on a developing a format to send to all the various question groups to ask them for a response to the data that was provided to

them for use in the final report. Once the format is provided then we will need to go back and fill into some of the gaps from previous years (2015-2017).

5. New Logo – New Banners - The group discussed the logo idea options from the designer and agreed that “Lots of small pieces making one” was appealing and the group was also curious about the “Water Tower” and waterwheel ideas. Juli suggested that we need a new type of banner and that we can discuss once we have a new logo. The group authorized funds for new banners for Town Day and beyond.

6. Plans for March 15 meeting with Task Group leaders – Draft materials were emailed, no further questions or comments.

7. New Business – no items raised.

Submitted by Jen Toole.